

9 January 1974

MEMORANDUM FOR : Mr. Richard Lehman
Director, OCI

SUBJECT : Briefing with Mr. Kennedy on the National
Intelligence Daily

1. On Tuesday, 8 January, I had lunch at the White House with Mr. Richard Kennedy of the NSC Staff to cover a variety of matters. Chief among these was the National Intelligence Daily. I drew on and conveyed the points suggested in your talking paper and also showed him the 14 November exemplar. He was quite intrigued with the concept and became progressively more so the more he looked at the document. He did have three concrete suggestions, two of which (the first two) strike me as having considerable merit.

(a) He is as concerned as the rest of us about the security problem and feels very strongly that the words "Top Secret" ought to be much more prominent on both the first (front) and last (back) pages. He feels, and I tend to agree, that here security should take precedence over aesthetics. Kennedy recommends that the words "Top Secret" be emblazoned at the top and bottom of at least these two pages in type approximately as large as that used for "Daily".

(b) Kennedy strongly urges us to incorporate an index or table of contents, roughly analogous to that which appears in the Sunday New York Times. In his view, this could be placed anywhere in the paper so long as it is placed in the same location in every issue. The reason for this request is that he finds the first page of the present PDB a terribly useful document for him, particularly when he is in a hurry. He can scan it in thirty seconds and then turn directly to the one or two items of primary interest to him. He acknowledges that the use of headlines plays somewhat the same function, but he still feels an index/table of contents would add materially to the usefulness of the document.

(c) He also thinks it would be very useful if all articles on a given country, or topic could be grouped together - either side-by-side or running from top to bottom in the same column. The example he cited was the two squibs [] on page 2 of the 14 November exemplar. While he recognizes the make-up problems involved which probably dictated the placement of these two articles, he would have preferred to see both of them in the same column or side-by-side in adjacent columns. If the makeup is keyed to this kind of topical grouping, a reader of the paper in a hurry need only catch one article on the topic of greatest interest to him because he can be sure that any other material on this country or topic will be immediately above, below, or beside it.

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2. Kennedy warmly endorsed our concern with security and the steps we are taking to preserve it. We would appreciate someone's calling his secretary to ensure that she understands the mechanics whereby each Daily will be picked up.

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George A. Carver, Jr.
D/DCI/NIO

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